

Projects: Copywriter Lead

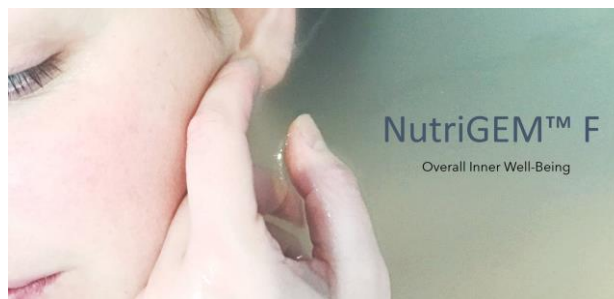
2018 -2022



Collaborated with Global Sensory teams to research and copywrite over 30,000 word-content for AromaSphere, Firmenich's lead sensory tool.



Collaborated with commercial and technical teams to brand and copywrite 'GinSpiration Legends' for alcohol and non-alcohol roll out.



Collaborated with the R&D team to brand and copywrite 'Overall Inner Well-Being' for plant fiber technology.

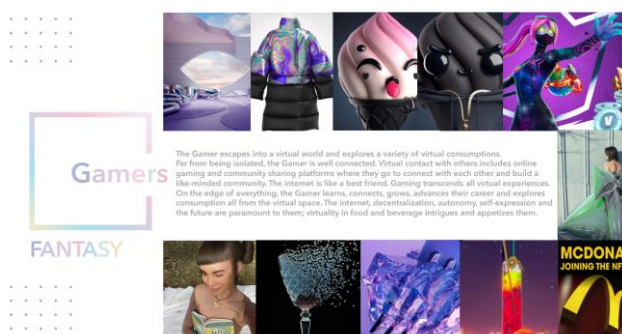
PROPRIETARY

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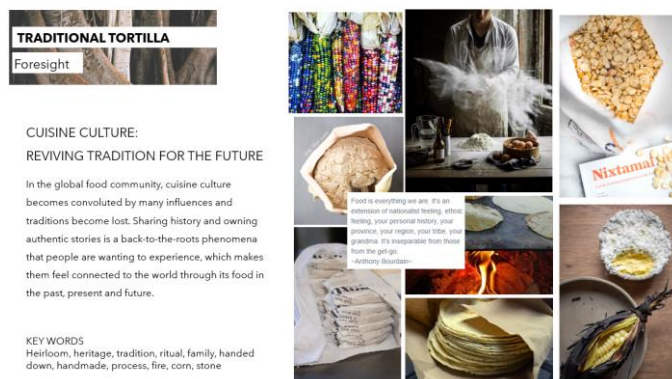
2018 -2022



Foresight and Trends research and story deck building to present a future of sustainable proteins.



Foresight and Trends creative perspective on consumer typologies aligned with color palettes and flavor palates.



Foresight and Trend creative perspective on 'cuisine identity' prepared for marketing teams and targeted customer brands.

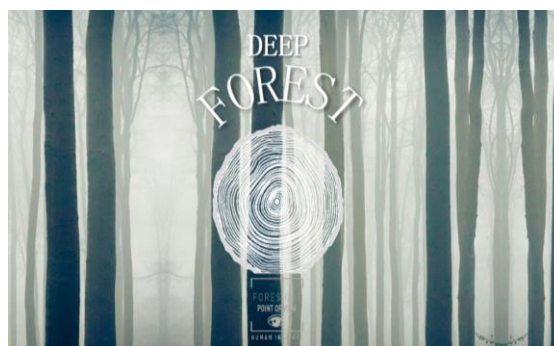
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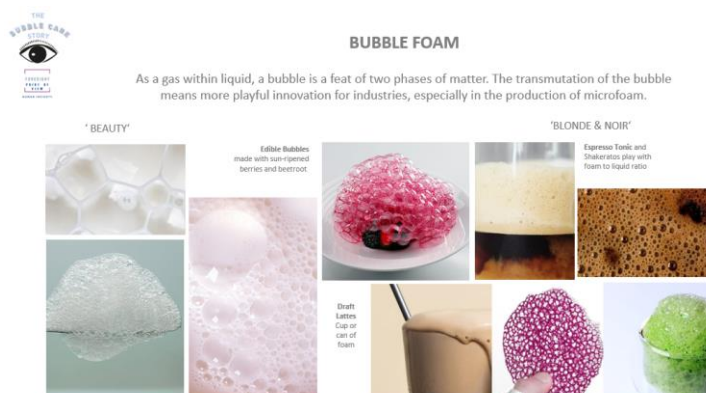
2018 -2022



Copywriting to align brand with creative concepts on over 18 internal technologies for customer experience project, Sensorium™.



Foresight and Trends creative perspective on the forest, utilized by marketing teams.



Foresight and Trends creative perspective on bubbles, utilized by marketing teams.

PROPRIETARY